

CALIFORNIA'S FAIRS:
STRIKING GOLD
AT THE
SANTA CRUZ COUNTY FAIR

Governor Gray Davis, State of California
California Department of Food and Agriculture
Division of Fairs and Expositions

KPMG LLP
Economic Consulting Services
2003

ECONOMIC IMPACTS: AT THE ASSAYER'S OFFICE

Overall impact on the county of spending by all participants at fairtime and interim events resulted in \$9,632,671, created 128 jobs and generated \$3,063,721 in personal income for residents of Santa Cruz County, California.ⁱ

Economic impacts presented in this report are local in nature and are for Santa Cruz County only. Economic impacts presented in *Fairs: Exploring a California Gold Mine* are for the state of California. Since the impact areas of the two studies are different, the results are not directly comparable.

Fair organizational impacts are summarized in Table 1, which includes ripple effects but excludes direct spending by attendees.ⁱⁱ Direct attendee spending is excluded so that economic impacts produced solely by the fair organization can be examined.

Table 1

Total Economic Impacts – Santa Cruz County Fair

Spending by Fair Organization	\$2,951,691
Personal Income Generated	\$1,328,157
Local Taxes Generated	\$10,855
Employment (FTE Jobs) Created	38

Interim Events

Fairground facilities are extensively used on a year-round basis. Annually, 133,347 visitors come to the fairgrounds for interim events. Table 2 highlights how well-planned and creative interim events can generate community involvement and local revenues.

Table 2

Interim Events at the Santa Cruz County Fairgrounds

Event Category	Estimated Attendance	Fairground Rental Revenue	Estimated Attendee Spending/1
Camping/RV Groups	1,949	\$14,078	0
Concerts/Theatre/Entertainment	7,997	\$11,304	\$6,700
Consumer/Craft Shows	15,500	\$6,800	\$666,000
Horse Shows	20,000	\$91,850	\$29,754
Live Horse Racing	0	\$0	\$0
Motorized Racing Events	35,396	\$65,432	\$36,057
Parties/Dinners/Weddings	13,505	\$68,506	\$0
Satellite Wagering	0	0	\$0
Swap Meets/Flea Markets	0	0	0
Other Animal Shows	4,000	\$3,295	\$0
Other	35,000	\$22,956	\$175,000
Totals	133,347	\$284,221	\$913,511

1/ Interim events generate rental revenue, but not all events produce attendee spending. Private usage of the fairgrounds may represent a rental of the facility only.

AGRICULTURE: THE GOLD NUGGET OF THE FAIR

Junior Livestock Program

The fair's junior livestock auctions grossed \$112,252, with 165 animals purchased by 182 buyers in 2002. Approximately 95 percent of auction proceeds go directly to the students. They typically save this money for college, or reinvest in agriculture by purchasing additional animals. Thus, the junior livestock program provides young community members with a valuable business lesson and funding for future goals.

Judged Exhibits

During the 2002 season, the fair judged 6,546 exhibits, resulting in \$17,288 in premiums paid to fair participants. Of this total, the fair judged 1,153 agricultural exhibits, including 528 FFA and 4-H exhibits, and 625 floricultural exhibits and horticultural exhibits. This variety of exhibits demonstrates the fair's success in providing agricultural programming that both entertains and educates the public.

PROVIDING SERVICES TO A GOLDEN INDUSTRY

Carnival Economic Impacts

Total economic impacts on the county associated with the midway are summarized in Table 3. Impacts in this table include carnival spending ripple effects.ⁱⁱⁱ The carnival spent \$14,550 in the county, and attendees at the fair spent \$105,943 on carnival rides and games.

Table 3

Total Economic Impacts – Carnival

Spending	\$14,550
Personal Income Generated	\$4,145
Local Taxes Generated	\$487
Employment (FTE Jobs) Created	0

Concessionaire Economic Impacts

The fairgrounds are served by a variety of food and beverage concessionaires during the fair and interim events. Table 4 presents a summary of economic impacts on the county from these food and beverage concessionaires. With the exception of attendee spending and taxes, data summarized in this table includes ripple effects.

Table 4

Total Economic Impacts – Food and Beverage Concessionaires

Attendee Food and Beverage Direct Spending	\$644,486
Spending by Fairtime and Master Concessionaires	\$466,398
Personal Income Generated	\$228,171
Local Taxes Generated by Attendee Spending	\$12,890
Local Taxes Generated by Concessionaire Spending	\$4,382
Employment (FTE Jobs) Created	6

Commercial Exhibitor Economic Impacts

Economic impacts of commercial exhibitors are sizeable. Commercial exhibitors purchase goods for resale, exhibit materials, hire local labor, stay in hotels, and eat in restaurants. Table 5 summarizes the total economic impacts of both fairtime and interim event exhibitors on the county. With the exception of attendee spending and taxes, data summarized in this table includes ripple effects.

Table 5

Total Economic Impacts – Commercial Exhibitors

Attendee Direct Spending on Commercial Merchandise	\$883,029
Spending by Commercial Exhibitors	\$442,641
Personal Income Generated	\$145,615
Local Taxes Generated by Attendee Spending	\$17,661
Local Taxes Generated by Commercial Exhibitor Spending	\$4,377
Employment (FTE Jobs) Created	5

Combined economic impact of spending by commercial exhibitors plus attendee spending on commercial merchandise at fairs and interim events generated \$1,325,670. It represents 14 percent of total economic impact in the county of \$9,632,671.

Entertainer Economic Impacts

Entertainers purchase costumes and materials, sound and lighting equipment, hire local labor, stay in hotels, and eat in restaurants. Economic impacts of entertainers on the county are summarized in Table 6. With the exception of attendee spending and taxes, data summarized in this table includes ripple effects.

Table 6

Total Economic Impacts – Entertainers

Spending by Entertainers	\$28,607
Personal Income Generated	\$23,120
Local Taxes Generated	\$329
Employment (FTE Jobs) Created	0

COMMUNITY GROUPS: MINING FOR GOLD AT THE FAIR

Nonprofit Fundraising

Numerous groups engage in socially beneficial fundraising activities at the fair and interim events. Table 7 provides estimates of funds raised by nonprofit groups through concessions and other year-round activities.

Table 7

Fundraising Activities at the the Santa Cruz County Fairgrounds, 2002

Type of Activity	Net Amount Raised for Community Benefits
Nonprofit	\$94,047
Junior Livestock Auction	\$112,252
Total	\$206,299

ATTENDEES: A GOLDEN TREASURE FOR THE FAIR

The fair draws people and the various communities comprising the county together. Table 8 provides a comparison, in terms of county population and annual fairground attendance. This table demonstrates the importance of the fair within the county – with attendance at roughly 82 percent of the county population.

Table 8

Comparison of Attendance to Population

	County Population/1	Annual Fairground Attendance
Santa Cruz County Fair	259,800	213,050

1/ California Department of Finance, *California County Profiles*.

Attendee Demographics and Visit Characteristics

Table 9 compares the household income of fairgoers, based on a random survey of attendees, to that of Californians as a whole. This data demonstrates the economically diverse population served by the fair.

Table 9

Household Income of Fair Attendees

Household Income	Fair Attendee Percentage	California Household Percentage/1
Under \$25,000	9.9%	24.6%
\$25,000 to \$50,000	25.3%	26.4%
\$50,000 to \$75,000	22.0%	18.8%
Over \$75,000	28.6%	30.2%
No Response	14.2%	--

1/ U.S. Census Bureau, *2001 Supplementary Survey Profile, California*.

Table 10 presents additional demographic information on fair attendees. The average visitor attends the fair 2.4 times per year and lives within 100 miles.

Table 10

Attendee Survey, Visit Characteristics

Number of Times Attended Fair

1-3 times	73.6%
More than 3 times	26.4%
Average Attendance Frequency	2.4 Visits

Round Trip Mileage of Trip to Fair

Under 100 miles	91.9%
Over 100 miles	8.1%
Median mileage	43.2 Miles

ECONOMIC IMPACTS: AT THE ASSAYER'S OFFICE

Direct Spending and Employment

KPMG engaged in an extensive data collection effort to acquire information on direct spending and employment of the various economic actors in the fair industry and at the fairgrounds. Details on concepts, data sources, data limitations, and methods and assumptions appear in the statewide impact study titled *Fairs: Exploring a California Gold Mine*.

Fair Organization

The fair organization pays both year-round and temporary employees, and spends on capital improvements, maintenance, exhibits, entertainers and publicity. Table 11 provides annual totals and percentages for the fair organization by type of spending. It should be noted that the table solely reflects direct spending.

Table 12 shows direct employment (headcount) of permanent and temporary workers of the fair organization on an annual basis. The striking feature of the fair employment profile is a heavy reliance on temporary workers. Only 4.9 percent of fair organization direct employment is comprised of permanent employees, which makes sense given that the fair and majority of interim events are less than three weeks in duration.

Table 11

Fair Organization Direct Spending

Category	Annual	Percent of Total
Compensation – Permanent Employees	\$231,201	12.1%
Compensation – Temporary Employees	\$215,177	11.3%
Non-labor Administration	\$69,700	3.7%
Non-labor Maintenance	\$252,320	13.2%
Capital Expenditures	\$706,691	37.1%
Entertainers	\$23,813	1.2%
Exhibits	\$77,499	4.1%
Premiums	\$20,672	1.1%
Publicity	\$65,093	3.4%
Other	\$243,414	12.8%
Total	\$1,905,580	100.0%

Table 12

Fair Organization Direct Employment

Category	Annual	Percent of Total
Temporary Employees	58	95.1%
Permanent Employees	3	4.9%
Total	61	100.0%

Attendees

Fair attendees pay for admissions and parking, carnival rides and games, and food and beverage concessions. They make purchases from commercial exhibitors, pay for outside meals and hotels, and also spend on exhibit preparation and costumes when participating in judged activities. Table 13 provides estimates of direct attendee spending by category, distinguishing between fairtime and interim events.

Table 13

Attendee Direct Spending

Category	Fairtime	Interim Events	Total
Commercial Exhibitors	\$229,529	\$653,500	\$883,029
Concessions	\$384,475	\$260,011	\$644,486
Admissions	\$49,001	\$506,133	\$555,134
Offsite Dining and Hotel	\$61,046	\$700,000	\$761,046
Carnival	\$105,943	--	\$105,943
Exhibit Preparation and Other Retail	\$94,986	\$338,980	\$433,966
Parking	\$31,721	--	\$31,721
Junior Livestock Auction	\$112,252	--	\$112,252
Total	\$1,068,953	\$2,458,624	\$3,527,577

Considering the difference between fairtime and interim event spending, Table 13 reveals a number of interesting facts. First, total attendee spending at interim events is roughly 230 percent of fairtime spending. Second, attendee spending on commercial exhibitors is 0.4 times as high at fairtime as at interim events. Thus, the fair and its interim events are a powerful economic engine harnessed by the fair organization.

Fair-Related Businesses

Fair-related businesses pay employee compensation as well as employee food and lodging. They rent fair space; pay taxes; buy insurance, permits, motor fuel and a wide variety of other materials and supplies. The following tables display estimated spending by category for carnivals, concessionaires, commercial exhibitors and entertainers.

It should be noted that these tables display estimated direct spending by fair-related businesses in the county only. Also, this report treats fair organization and allied businesses as one industry, therefore any commission or fee paid to the fair is excluded from these tables to avoid double counting.

Table 14 details overall direct carnival spending within the county. This number is not higher because the majority of the carnival's expenditures occur outside the county. An insurance policy purchased in Los Angeles, for example, would not be included. This is also true for capital expenditures on trucks and rides. Employee expenditures by the carnival are predominantly on permanent employees that travel with the carnival and do not reside in the county. Only the wages and salaries on local, temporary labor are included here as these hires have net new economic impact on the county.

Concessionaire and commercial exhibitor direct spending is detailed in Table 15 and Table 16. Direct spending of entertainers is detailed in Table 17. Permanent and temporary employee hiring by fair-related businesses then follows. As the tables in this section demonstrate, the common thread of expenditure patterns for fair-related businesses is the high percentage of labor costs.

Table 14
Carnival Direct Spending

Category	Annual	Percent of Total
Compensation – Permanent	\$2,053	20.1%
Compensation – Temporary	\$66	0.6%
Misc. Materials and Supplies	\$2,591	25.3%
Motor Fuel	\$1,294	12.6%
Offsite Dining and Hotel	\$60	0.6%
Taxes and Fees	\$44	0.4%
Other	\$4,131	40.4%
Total	\$10,239	100.0%

Table 15
Concessionaire Direct Spending

Category	Fairtime	Interim Events	Total	Percent of Total
Compensation – Permanent	\$66,516	\$44,983	\$111,499	33.0%
Compensation – Temporary	\$23,710	\$16,034	\$39,744	11.8%
Cost of Goods Sold	\$90,440	\$61,162	\$151,602	44.8%
Offsite Dining and Hotel	\$7,886	\$5,333	\$13,219	3.9%
Taxes and Fees	\$1,481	\$1,002	\$2,483	0.7%
Other	\$11,663	\$7,888	\$19,551	5.8%
Total	\$201,696	\$136,402	\$338,098	100.0%

Table 16**Commercial Exhibitor Direct Spending**

Category	Fairtime	Interim Events	Total	Percent of Total
Compensation – Permanent	\$5,070	\$14,655	\$19,725	6.4%
Compensation – Temporary	\$15,353	\$44,381	\$59,734	19.2%
Cost of Goods Sold	\$31,254	\$90,346	\$121,600	39.2%
Misc. Materials and Supplies	\$1,374	\$3,972	\$5,346	1.7%
Motor Fuel	\$1,174	\$3,394	\$4,568	1.5%
Offsite Dining and Hotel	\$15,930	\$46,049	\$61,979	20.0%
Taxes and Fees	\$198	\$573	\$771	0.2%
Other	\$9,471	\$27,375	\$36,846	11.8%
Total	\$79,824	\$230,745	\$310,569	100.0%

Table 17**Entertainer Direct Spending**

Category	Annual	Percent of Total
Compensation – Permanent	\$11,816	52.9%
Compensation – Temporary	\$5,809	26.0%
Misc. Materials and Supplies	\$348	1.6%
Motor Fuel	\$573	2.6%
Offsite Dining and Hotel	\$2,789	12.5%
Other	\$1,016	4.4%
Total	\$22,351	100.0%

Table 18**Fair-Related Business Direct Employment**

Category	Annual (FTE Jobs)	Percent of Total
Commercial Exhibitors	3	41.1%
Concessionaire	3	48.9%
Carnival	0.75	6.3%
Entertainers	0.25	3.7%
Total	7	100.0%

Economic Impacts

Table 19 presents the overall economic impact of spending by all participants at fairtime and interim events, which equals the total economic impact on the county of \$9,632,671 in 2002. Estimated total economic impacts from fairtime activities are \$4,627,124 and interim events are \$5,005,547. The fairtime spending impact of the fair organization totals \$3,144,665. Fairtime

spending impact of commercial exhibitors and food and beverage concessionaires totals \$344,586 and \$662,709, respectively.

The interim spending impact of commercial exhibitors totals \$981,084, while the interim spending impact of food and beverage concessionaires totals \$448,175. Considering the sum of spending impacts from both fairtime and interim events, the total economic impact (including ripple effects) of commercial exhibitors is \$1,325,670 and the total impact of food and beverage concessionaires is \$1,110,884.

Table 20 shows total impact on the income of county residents. Estimated total income generated by attendee, fair organization and fair-related business spending totaled \$3,063,721, with \$1,171,510 in direct income and another \$1,892,211 in ripple effect. The fair organization is an important contributor of income creation, accounting for 43.4 percent of total income impact. Income creation of interim events is also important, accounting for 48.0 percent.

The estimated creation of jobs, including direct and ripple effects appears in Table 21. The fair created 29.8 percent of all jobs, while interim events created 63.9 percent. Fairtime commercial exhibitors and fairtime food and beverage concessionaires created 1.6 percent and 2.3 percent of all jobs, respectively.

Spending, income and jobs created by the fair organization also created tax revenues for local governments. Table 22 details total tax collections by the economic participants. Total direct taxes collected by local governments from the fair were \$91,598. In combination with ripple effect tax impacts of an additional \$27,983, local governments collected an estimated \$119,581 in tax revenues in 2002.

Local sales taxes collections totaled \$70,757, transient occupancy tax collections totaled \$46,749 and possessory interest and other tax collections totaled \$2,075. These tax collections demonstrate the importance of the fair and interim events as a strong and reliable tax base.

Table 19**Estimated Economic Impacts – Fairtime and Interim Spending/1**

Category	Attendee Direct Spending	Business Direct Spending Impacts/2	Indirect and Induced	Total/3
<u>Fairtime Spending</u>				
Fair Organization	\$192,974	\$1,955,080	\$996,611	\$3,144,665
Commercial Exhibitors	\$229,529	\$79,824	\$35,233	\$344,586
Food and Beverage	\$384,475	\$201,696	\$76,538	\$662,709
Carnival	\$105,943	\$10,239	\$4,311	\$120,493
Entertainers	0	\$22,351	\$6,256	\$28,607
Nonprofit	0	\$56,000	\$42,324	\$98,324
Offsite Hotel and Dining	\$61,046	0	\$31,156	\$92,202
Offsite Retail	\$94,986	0	\$40,552	\$135,538
Total Fairtime	\$1,068,953	\$2,325,190	\$1,232,981	\$4,627,124
<u>Interim Spending</u>				
Commercial Exhibitors	\$653,500	\$230,745	\$96,839	\$981,084
Food and Beverage	\$260,011	\$135,401	\$52,763	\$448,175
Event Admissions	\$506,133	\$1,003,930	\$500,483	\$2,010,546
Offsite Hotel and Dining	\$700,000	0	\$374,882	\$1,074,882
Offsite Recreation	\$100,000	0	\$49,853	\$149,853
Offsite Retail	\$238,980	0	\$102,027	\$341,007
Total Interim	\$2,458,624	\$1,370,076	\$1,176,847	\$5,005,547
Total Fairtime and Interim	\$3,527,577	\$3,695,266	\$2,409,828	\$9,632,671

1/ This table incorporates direct expenditures as detailed in Table 11 through Table 18, along with estimated additional indirect and induced expenditures from the economic impact model.

2/ Indirect impacts are those second and later rounds of business spending that occur throughout the supply chain. Induced impacts are a result of personal consumption expenditures by employees of the fair organization and suppliers.

3/ Total impacts are the sum of direct, indirect and induced impacts.

Table 20**Annual Estimated Income Impacts**

Category	Direct Income	Indirect and Induced Impacts	Total	Percent of Total
Fair Organization	\$492,887	\$835,270	\$1,328,157	43.4%
Commercial Exhibitors/1	\$20,423	\$17,427	\$37,850	1.2%
Food and Beverage/1	\$90,225	\$45,893	\$136,118	4.4%
Carnival	\$2,118	\$2,027	\$4,145	0.1%
Entertainers	\$17,625	\$5,495	\$23,120	0.8%
Nonprofit	0	\$37,142	\$37,142	1.2%
Interim	\$548,232	\$921,957	\$1,470,189	48.0%
Offsite Hotel, Dining, Retail	0	\$27,000	\$27,000	0.9%
Total	\$1,171,510	\$1,892,211	\$3,063,721	100.0%

1/ Refers to fairtime income only. Interim event income is captured separately in the Interim category.

Table 21**Annual Estimated Employment Impacts (FTE Jobs)**

Category	Direct Employment	Indirect and Induced Impacts	Total	Percent of Total
Fair Organization	14	25	39	29.8%
Commercial Exhibitors/1	1	1	2	1.6%
Food and Beverage/1	2	1	3	2.3%
Carnival	0	0	0	0.0%
Entertainers	0	0	0	0.0%
Nonprofit	0	2	2	1.6%
Interim	3	79	82	63.9%
Offsite Hotel, Dining, Retail	0	1	1	0.8%
Total	20	109	128	100.0%

1/ Refers to fairtime employment only. Interim event employment is captured separately in the Interim category.

Table 22**Annual Estimated Tax Impacts**

Category	Direct Taxes	Indirect and Induced Tax Impacts	Total
Local Sales Tax	\$42,774	\$27,983	\$70,757
Transient Occupancy	\$46,749	0	\$46,749
Possessory and Other	\$2,075	0	\$2,075
Total	\$91,598	\$27,983	\$119,581

Future Impacts

Impact of the Santa Cruz County Fair in future years is ultimately tied to the scale of the fair and interim events. With the primary impacts being generated by attendee and fair organization spending, impacts for future years may be estimated from values based on these indicators. Two reliable measures are total attendance and total operating expenditures.

Based on this analysis, and giving these two factors equal weight, the formulas for estimating impacts of the fair organization in future years are as follows:

- **Spending** – Fair plus interim attendance times \$22.61 plus total fair organization operating expenditures times \$4.18.
- **Income** – Fair plus interim attendance times \$7.19 plus total fair organization operating expenditures times \$1.33.
- **Employment** – Fair plus interim attendance times 0.00030 plus total fair organization operating expenditures times 0.00006.

The following two tables present examples for calculating future impacts. Formulas presented in this section may be used to estimate future economic impacts of the Santa Cruz County Fair by substituting estimates of fair and interim attendance and fair organization operating expenditures. Note that total economic impacts presented in Table 19 are replicated by applying the formulas below.

Table 24 shows a hypothetical example if total attendance were 400,000 and total operating expenditures were \$2,000,000.

Table 23

Impact Calculation – Illustrative Example 2002

	Fair and Interim Attendance	Operating Expenditures	Total Impact Estimate
2002 Value	213,050 (A)	\$1,151,446 (B)	
Spending Factor	\$22.61 (C)	\$4.18 (D)	
Spending Impact	\$4,816,335 (AxC)	\$4,816,335 (BxD)	\$9,632,671
Income Factor	\$7.19 (E)	\$1.33 (F)	
Income Impact	\$1,531,861 (AxE)	\$1,531,861 (BxF)	\$3,063,721
Employment Factor	0.00030 (G)	0.00006 (H)	
Employment Impact	64 (AxG)	64 (BxH)	128

Table 24**Impact Calculation – Illustrative Example, Hypothetical Future Year**

	Fair and Interim Attendance	Operating Expenditures	Total Impact Estimate/1
Future Value	400,000 (A)	\$2,000,000 (B)	
Spending Factor	\$22.61 (C)	\$4.18 (D)	
Spending Impact	\$9,042,639 (AxC)	\$8,365,716 (BxD)	\$17,408,355
Income Factor	\$7.19 (E)	\$1.3312 (F)	
Income Impact	\$2,876,058 (Ax E)	\$2,660,760 (BxF)	\$5,536,818
Employment Factor	0.00030 (G)	0.00006 (H)	
Employment Impact	121 (AxG)	111 (BxH)	232

1/ If impacts are estimated over a future period in which inflation has been a significant factor relative to 2002, the spending factor and income factors applied to attendance (\$22.61 and 7.19, respectively) should be adjusted upward proportionally by the percentage increase in the consumer price index. The employment factor applied to operating expenditures (0.00006) should be adjusted downward proportionally by the same percentage.

SOCIAL AND CULTURAL IMPACTS: GIVING BACK

Nonprofit fundraising activities at the fairgrounds raised \$206,299 in 2002. Beyond the economic impacts, this section highlights quantitative social benefits of the fair through funds raised for charities and nonprofit organizations.

Social and Cultural Exhibits

In a random survey of attendees, guests were asked whether or not they saw worthwhile exhibits and if they attended exhibits that informed them about valuable public or community services. Notably, 98 percent of those surveyed agreed that the fair provided worthwhile community benefits.

Attendees were also asked about their viewpoints regarding the social and cultural desirability of fair exhibits. Views on the most worthwhile attractions were fairly evenly distributed across various types of exhibits, as shown in Table 25.

Table 25

Attendee Viewpoints Regarding Exhibits

Attended Worthwhile Exhibits That...	Yes	No	Uncertain
Provided a venue for getting together with family and friends?	95.6%	3.3%	1.1%
Provided other instructional or educational value?	75.6%	8.9%	15.5%
Displayed artwork?	85.6%	12.2%	2.2%
Increased awareness of cultural activities in community?	73.3%	24.4%	2.3%
Provided information about public or community services?	72.2%	16.7%	11.1%
Increased awareness of charitable organizations?	58.4%	27.0%	14.6%

Nonprofit Fundraising

The fair is a major venue for local community groups and nonprofit organizations to raise money and awareness of their programs. The community groups and nonprofit organizations groups then direct this money back into the local community by funding scholarships, educational programs and club activities.

- In 2002, nonprofit groups at the fairgrounds raised a total of \$94,047 for community programs and services.
- Combine this figure with the \$112,252 raised at junior livestock auctions, and charitable funds exceeded \$206,299.

Conclusion

The economic and social impacts presented in this report demonstrate that the Santa Cruz County Fair is an economic and social gold mine for residents of Santa Cruz County.

ⁱ For a detailed discussion of the methodology employed in this study, refer to Appendix B of *Fairs: Exploring a California Gold Mine*. One specific analytical limitation should be recognized from the start. Only those portions of horse racing, satellite wagering, and businesses that operate on the fairgrounds that could be traced through the fair organization's budget were quantified. Had these special characteristics of the fair industry been within the scope of the study, the overall impact of the fair would have been greater.

ⁱⁱ The term "ripple effects," as used throughout this report, refers to direct spending of fair industry participants along with estimated additional indirect and induced spending using the economic impact model. Indirect impacts are those second and later rounds of business spending that occur throughout the supply chain. Induced impacts are a result of personal consumption expenditures by employees of fair organizations and suppliers. Total impacts are the sum of direct, indirect and induced impacts.

ⁱⁱⁱ Additional details relating to total economic impacts of fair-related businesses are presented under *Economic Impacts: At the Assayer's Office*.